



PROJECTS

Location: Kent

Business Type: Independent Motor Repairer & MOT Centre

Project: New Web Site

Our client, an independent car repair and MOT centre with specialisations in the maintenance of historic vehicles, was paying relatively high charges for a basic Yellow Pages web site and domain and sought assistance with establishing a more personal web 'identity' that was more representative of their expertise and high level of personal service.

We visited their premises and spent time with the owners and mechanics and gained a good insight of their services and what differentiated them from many of their competitors, then using photographs of real work which they were undertaking we set about creating a multi-page web site.

Concurrently we considered how new customers found them and determined that, aside from personal recommendations, the most important connection was expected to come from people searching on the internet for somewhere local to undertake their cars MOT.

We registered and maintain for them a short and catchy domain name focusing toward 'MOT', embedded appropriate tags and phrases throughout their web site to assist with search engine ranking, and set a series of consistent email addresses in place of their desperate collection of ISP allocated and 'free' email accounts.

The site has proved a success and we continue to maintain special offers and seasonal advice.